**Social Issues: How Media Manipulates…**

[Following on Emilie’s discussion of ‘Authentic Self’ we are looking further at the influence of media as a voice for social issues]

1. View: Dove Ad “Evolution” <http://www.youtube.com/watch?v=IHqzlxGGJFo&feature=related>

and/or “Onslaught” <http://www.youtube.com/watch?v=9zKfF40jeCA>

Who is the intended Audience? What is it saying about society? What is its purpose/message/ what is it trying to say?

View: Axe Ad <http://www.youtube.com/watch?v=I9tWZB7OUSU&feature=related> <http://www.youtube.com/watch?v=QrGck58FRWQ&feature=related>

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2. Axe and Dove are both owned by Unilever…yet the two brands have very different views when it comes to women.

(Spoof recutting of the commercials not necessary, but can use if you think it is relevant.) http://www.adbusters.org/abtv/doveaxe\_spoof.html

3. Discussion or Moodle/Blog Discussion. Smart or hypocritical?

{Could bring in product placement and subliminal element of advertising here if time allows… <http://www.youtube.com/watch?v=ZyQjr1YL0zg> or the US version <http://www.youtube.com/watch?v=f29kF1vZ62o> }

Show video: “Speeding Bullet to Peace”

Discuss visual and emotional impact. Question could be “How can advertising be used to promote social issues as well as products?”

Examine in class, in pairs, the spoof ads? [Can either be looked at first then original as in what is this spoofing? Then how is this effective? Or could look at the spoof only.] Examine intended audience for both impact, effect, techniques used.

Look at the ads Comparatively: original and spoof. Question “How can we use parody as a voice for social issues? Why is it effective? [ Could be a written creative or Blog response].